

**IN THE CLAIMS**

1-13. (cancelled)

14. (previously presented) A content receiving method, comprising:

receiving content by one or more electronic processing devices, the content distributed in accordance with one of a plurality of rights management and protection methods;

receiving rights indicia relating to the content by the one or more electronic processing devices;

identifying one of the plurality of rights management and protection methods by the one or more electronic processing devices through which the received content is distributed; and

using the received rights indicia by the one or more electronic processing devices to perform rights processing of the received content in accordance with the identified rights management and protection method to permit or deny access to the received content.

15. (previously presented) A content receiving method according to claim 14, wherein the plurality of rights management and protection methods specify indispensable items for purchasing and using the content, the items including a content encryption method, a key distribution method, a content decryption method, a billing information and keys transmission method, recording medium control information, a mutual authentication method, at least one of an analog protection system of macrovision and a copy generation management system, and viewing limitation information.

16. (cancelled)

17. (previously presented) A content receiving method according to claim 14, further comprising externally acquiring a rights management and protection module selected based on the identified rights management and protection method, and

performing the rights processing of the received content using the selected rights management and protection module.

18. (previously presented) A content receiving method according to claim 14, further comprising automatically creating a rights management and protection module selected based on the identified rights management and protection method, and performing the rights processing of the received content using the selected rights management and protection module.

19. (previously presented) A content receiving method according to claim 14, further comprising storing the received content.

20. (previously presented) A content receiving method according to claim 14, further comprising storing the received content before performing the rights processing.

21. (previously presented) A content receiving method according to claim 14, further comprising storing the received content after performing the rights processing.

22. (previously presented) A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key, the method further comprising:

decrypted the encrypted content;

reencrypting the decrypted content using another key;

and

storing the reencrypted content.

23. (previously presented) A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key and receiving the predetermined key encrypted by a second key, the method further comprising:

decrypted the encrypted predetermined key;

reencrypting the decrypted key using another key; and

storing the reencrypted key together with the encrypted content.

24. (previously presented) A content receiving method according to claim 14, further comprising storing a log regarding rights processing of the received content.

25. (previously presented) A content receiving method according to claim 14, further comprising performing an analog protection system process on a playback signal obtained by processing the received content after performing the rights processing based on the identified rights management and protection method, and externally outputting the processed playback signal.

26. (previously presented) A content receiving method according to claim 14, further comprising encrypting the received content after performing the rights processing and externally outputting the encrypted content.

27-29. (cancelled)